

Rep Order# 8891134 Ver# 1 Mod# 0 Status Confirmed  
EC'd No

Traffic Order# 35816

Printed: 11/07/2012 1:24 PM

1 of 4

Last Received: 11/01/2012 3:46 PM

Showing Buylines: All Lines

Station KLAS-TV LAS VEGAS  
Advertiser ( ) HECK, JOE  
Product HECK/CONGRESS/REP  
Estimate# 3178  
Buyer WHITNEYEVERSOLE  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT  
7669 STAGERS LOOP  
DELAWARE, OH 43015  
Agency C/P1/P2/E //3178  
Flight Dates 10/25/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

JOE HECK FOR CONGRESS - NEVADA #3 \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	W	500A-600A		:30	\$790.00	10/31-10/31	1	1	1	\$790.00	
				Buyline Comment: NEWS								
	2	W	600A-700A		:30	\$965.00	10/31-10/31	1	1	1	\$965.00	
				Buyline Comment: NEWS								
	3	W	700A-900A		:30	\$700.00	10/31-10/31	1	1	1	\$700.00	
				Buyline Comment: EARLY SHOW								
	4	W	1000A-1100A		:30	\$1,575.00	10/31-10/31	1	1	1	\$1,575.00	
				Buyline Comment: PRICE								
	5	W	1200P-1230P		:30	\$275.00	10/31-10/31	1	1	1	\$275.00	
				Buyline Comment: NEWS								
	6	W	430P-500P		:30	\$1,575.00	10/31-10/31	1	1	1	\$1,575.00	
				Buyline Comment: NEWS								
	7	W	500P-630P		:30	\$1,750.00	10/31-10/31	1	1	1	\$1,750.00	
				Buyline Comment: NEWS								
	8	W	700P-730P		:30	\$1,225.00	10/31-10/31	1	1	1	\$1,225.00	
				Buyline Comment: ET								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	9	W	730P-800P		:30	\$1,225.00	10/31-10/31	1	1	1	\$1,225.00	
				Buyline Comment: INSIDER								
	10	W	1100P-1135P		:30	\$2,100.00	10/31-10/31	1	1	1	\$2,100.00	
				Buyline Comment: NEWS								
	11	W	1135P-1237A		:30	\$965.00	10/31-10/31	1	1	1	\$965.00	
				Buyline Comment: LETTERMAN								
	12	TH-F,M	700P-800P		:60	\$2,450.00	11/01-11/05	1	1	1	\$2,450.00	
				Buyline Comment: ET/INSIDER								
	13	TH-F,M	1100P-1135P		:60	\$1,200.00	11/01-11/05	2	1	2	\$2,400.00	
				Buyline Comment: NEWS								
	14	TH-F,M	430P-500P		:60	\$3,150.00	11/01-11/05	2	1	2	\$6,300.00	
				Buyline Comment: NEWS								
	15	TH-F,M	500P-630P		:60	\$1,000.00	11/01-11/05	2	1	2	\$2,000.00	
				Buyline Comment: NEWS								
	16	TH-F,M	500A-600A		:60	\$450.00	11/01-11/05	2	1	2	\$900.00	
				Buyline Comment: NEWS								
	17	TH-F,M	600A-700A		:60	\$550.00	11/01-11/05	2	1	2	\$1,100.00	
				Buyline Comment: NEWS								
	18	TH-F,M	1200P-1230P		:60	\$2,280.00	11/01-11/05	2	1	2	\$4,560.00	
				Buyline Comment: NEWS								

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	19	TH-F,M	700A-900A		:60	\$400.00	11/01-11/05	2	1	2	\$800.00	
				Buyline Comment: EARLY SHOW								
	20	TH-F,M	137A-237A		:60	\$60.00	11/01-11/05	1	1	1	\$60.00	
				Buyline Comment: E PLAY								
	21	TH-F,M	1135P-1237A		:60	\$550.00	11/01-11/05	1	1	1	\$550.00	
				Buyline Comment: LETTERMAN								
	22	SA	500P-700P		:60	\$450.00	11/03-11/03	1	1	1	\$450.00	
				Buyline Comment: NEWS								
	23	SA	1135P-1235A		:60	\$190.00	11/03-11/03	1	1	1	\$190.00	
				Buyline Comment: P PRACTICE								
	24	SA	1135P-1235A		:60	\$120.00	11/03-11/03	1	1	1	\$120.00	
				Buyline Comment: P PRACTICE								
	25	SA	1235A-135A		:60	\$100.00	11/03-11/03	1	1	1	\$100.00	
				Buyline Comment: DA VINCI								
	26	SU	600A-630A		:60	\$300.00	11/04-11/04	1	1	1	\$300.00	
				Buyline Comment: NEWS								
	27	SU	1000A-415P		:60	\$4,400.00	11/04-11/04	1	1	1	\$4,400.00	
				Buyline Comment: NFL								
	28	SU	1100P-1135P		:60	\$800.00	11/04-11/04	1	1	1	\$800.00	
				Buyline Comment: NEWS								

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—REPORT TOTALS—

Report Totals: 35 / \$40,625.00

—SALES MONTHLY TOTALS—

Nov 12: 35 / \$40,625.00

Sales Totals: 35 / \$40,625.00

Station Totals: 35 / \$40,625.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$135,417	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11  
Demos RA35+